

TASER International Inc.

TASER International, Inc. provides this information as a resource to assist eBay® users in preparing auctions that do not infringe or improperly use TASER trademarks whether or not the auction advertises as genuine TASER products.

TASER works diligently to protect its reputation and has a responsibility to strictly monitor and enforce the use of its trademarks. You have a responsibility to ensure that your actions do not violate the intellectual property rights of others.

Please carefully read the following:

“TASER” is one of several trademarks of TASER International, Inc. The “TASER” trademark is properly used as follows: **TASER® electronic control device**. The following guidelines must be followed to avoid improper use:

1. Use each TASER trademark in its proper form.

The trademark “TASER” must always refer to a product marketed by TASER International, Inc., for example, a TASER® electronic control device.

- The letters in “TASER” should always be written in block capital letters whether used in the trademark or the name of the company. The words “Taser” and “taser” are both incorrect.
- Do not display the mark in any unusual typeface or in any other manner that might blur its distinctiveness.
- TASER trademarks should only be used as an adjective, *not a noun or verb*, followed immediately by the word “brand” or a generic term, e.g. “TASER® brand cartridges” or “TASER® electronic control device”.
- Do not use any variation in spelling that has an appearance, pronunciation, or meaning similar to “TASER”.

2. **Identify each TASER trademark with the proper trademark notice.**

The “®” trademark notice, as in “TASER®”, indicates that the mark is claimed as a registered trademark in the United States. The “™” trademark notice, as in “Shaped Pulse™ technology”, indicates that the mark “Shaped Pulse” is claimed as a trademark but not yet registered in the United States. If you do not know that a particular trademark is registered or not in your country, use the ™ notice instead of ®. Place the proper notice, ® or ™, immediately following the trademark without any space between the mark and the notice (e.g., TASER®). Always place the notice immediately before the word “brand” or a generic term that must follow the trademark (e.g., TASER® brand cartridges or TASER® electronic control device), as it acts as a dividing line between the trademark and the generic name of the product or service to which the mark relates.

3. Use the trademark notice with the trademark's first and/or most prominent appearance(s) in any material.

To best serve its purpose, the ® or ™ trademark notice should always accompany the trademark's first and/or most prominent appearance in any material (i.e, document, program, packaging, etc.). You need not use the notice each time the mark appears

thereafter. Where portions of a document may be accessed out of sequence (e.g., a Web site), use the notice where the mark first appears *in each portion*.

4. Attribute properly any use of a TASER trademark in a separate trademark attribution section.

Each document in which a TASER trademark appears **must** contain a trademark attribution sentence identifying each trademark as a trademark of TASER International, Inc.

At a minimum use this attribution:

- TASER® is a trademark of TASER International, Inc., registered in the U.S. All rights reserved.

The attribution should include all TASER trademarks that appear in the text. For example:

- AIR TASER, M26, and X26 are trademarks of TASER International, Inc. and TASER® and ADVANCED TASER® are registered trademarks of TASER International, Inc., registered in the U.S. All rights reserved.

The attribution sentence should appear, as appropriate, below the document's copyright notice (typically opposite the title page of a book), at the end of a data sheet or marketing brochure, or at the bottom of an advertisement, and always in legible type (7 point or larger).

5. Use each TASER trademark accurately.

Each TASER trademark can only be used to indicate technology, specifications, products and services originating from TASER International, Inc. ***The trademark "TASER" cannot be used for any other purpose. Do not use a TASER trademark to identify or describe products, services, or technology unrelated to TASER International, Inc.*** Specifically:

- "TASER" or "ADVANCED TASER" must not be used referring to your product or service.
- "TASER" or "ADVANCED TASER" must not be used in a description of your product or service.
- Your use of a TASER trademark must not imply your product or service is sponsored, authorized, or endorsed by TASER International, Inc.
- Your use of a TASER trademark must not falsely suggest to the public that TASER International, Inc. is the origin of any of the goods and services you show or describe in your advertising.

6. Do not use a TASER trademark as part of any other trademark, company name, website URL, or metatag.

- Your use of a TASER trademark must not falsely imply that there is any kind of a relationship between your company and TASER International, Inc.
- You may **not** incorporate a TASER trademark into your own trademark, service mark, company name, trade name, website URL, or web page metatags.
- Never combine a TASER trademark with any other description or identification. For example, "TASER-like" is improper.

7. Always use a TASER trademark properly in text.

Each TASER trademark indicates products and services exclusively marketed by TASER International, Inc. To preserve its distinctiveness and its source-designating function, follow these rules when using a trademark in text:

- Always use a TASER trademark as an **adjective**, *not a noun or verb*. For example, never write: “The officer shot his taser” or “I’m going to TASER you”. Use instead, “The officer deployed his TASER device” or “I’m going to stop you with a TASER device”.
- Never pluralize a TASER trademark, e.g. TASERs or TASERS is incorrect.
- Never render a TASER trademark possessive by use of an apostrophe, for example, “the TASER’s battery pack”. However, it is proper to use the company name in the possessive sense when referring to TASER International, Inc., for example, “TASER’s symbol is TASR (NASDAQ)”.
- Do not let your editor remove the name of the product from a correct phrase. For example, “AAcme Distribution offers the TASER.” is incorrect, but “AAcme Distribution offers all TASER® electronic control devices” is correct.

8. Please call with any questions about these guidelines.

TASER International, Inc. is happy to assist you with matters addressed by these guidelines or other questions about TASER International’s trademarks. Should you have questions not answered by these trademark guidelines, feel free to contact TASER International’s General Counsel by phone at (480) 905-2091 or email to tm@taser.com. ***Only TASER International’s legal counsel may grant authorization for trademark uses and related issues not in accord with these guidelines.***

Here are answers to some frequently asked questions:

Q: Why was my auction suspended or cancelled?

A: As stated above, TASER works diligently to protect its reputation and has a responsibility to strictly monitor and enforce the use of its trademarks. The auction that you submitted does not follow these guidelines and consequently has been cancelled or suspended by eBay at our request.

Q: Can I advertise an item as a “TASER”?

A: No. It is improper to refer to any thing as a TASER because trademarks are properly used only as adjectives – not as the name of any thing.

Q: Can I advertise my product as compatible with TASER® brand products?

A: Yes, so long as your use is necessary, your ad includes attribution and your ad otherwise follows these guidelines. Your use of a TASER trademark may be unnecessary because of any of several generic terms could be used instead, such as, electronic weapons, electronic control devices, stun devices, etc.